



State of
North Dakota
Office of the Governor

Jack Dalrymple
Governor

PROCLAMATION
WE CARD AWARENESS MONTH
SEPTEMBER 2015

WHEREAS, North Dakota law prohibits the sale of tobacco products to minors; and

WHEREAS, We Card Awareness Month is a retail education and training effort to boost North Dakota retailers' awareness of and participation in responsible retailing efforts to comply with federal, state, and local laws and identify, prevent, and deny tobacco and other age-restricted product sales to minors; and

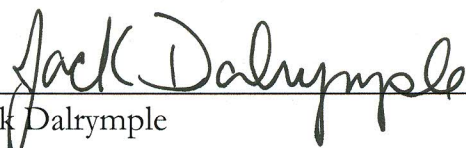
WHEREAS, 2015 is the 20th anniversary year of the national non-profit organization, THE "WE CARD" PROGRAM INC. – providing training and education to the retail community to help retailers comply with age-restricted product laws and serve their communities as responsible retailers; and

WHEREAS, *We Card* in-store training and education materials, its online training program, and its mystery shopping service "ID Check-Up" are available to all North Dakota retailers through *We Card's* website; and

WHEREAS, *We Card* is endorsed by the North Dakota Petroleum Marketers Association and the North Dakota Retail Association; and


WHEREAS, North Dakota will benefit from a responsible retailing community that successfully prevents tobacco and other age-restricted product sales to minors.

NOW, THEREFORE, as Governor of the State of North Dakota, I do hereby proclaim September 2015, **WE CARD AWARENESS MONTH** in the state of North Dakota.



Jack Dalrymple
Governor

ATTEST:



Alvin A. Jaeger
Secretary of State